



BUSI 2800/A: Entrepreneurship

Summer 2026

Instructor	Ryan Nazari
Email Address	Ryannazari@cunet.carleton.ca
Class Times	Thursday, 6:05 pm - 8:55 pm, where the last hour is asynchronous except for week 12
Modality	Flipped Classroom (2 hours synchronous in-person lecture with the Instructor and 1 hour asynchronous for office hours and preparation time for class/new venture activities)
Office Hours	Async hour on Thursday, 8:05 pm to 8:55 pm; please confirm by email
Office Location	In Zoom
TA Name/Email	TBD

Pre-Requisites & Preclusions:

A second year standing. The School of Business enforces all prerequisites. It is your responsibility to ensure that you meet the pre-requisite requirements for this course. Lack of pre-requisite knowledge may lead to failure in the course. Only the Undergraduate Program Advisor of the School can waive pre-requisite requirements.

Course Description/Instructor's Statement

Carleton Calendar Description:

Overview of the basics of entrepreneurship, with emphasis on idea generation and identification, team building, business models, initial strategies and feasibility. A number of organization types will be studied.

Instructor's Description:

This course targets students who aspire to:

- Work for a start-up or an organization that fosters entrepreneurship/intrapreneurship
- Own a start-up that generates \$1 million annual revenue within three years after completing Sprott's B.Com. Entrepreneurship Concentration or Sprott's Minor in Entrepreneurship
- Create a non-profit organization
- Launch and build a business with an innovative business model, working alongside fellow founders, entrepreneurs, faculty, and Carleton Alumni

BUSI 2800 is a core requirement for Sprott School of Business Students and is focused on the initial elements of new venture creation. In addition, it is the introductory course required in both the minor and concentration in Entrepreneurship at the Sprott School of Business. Following an experiential learning approach, students will learn how to build high performance teams, assess the feasibility of innovative opportunities they have originated, develop competitive business

models, build a minimum viable product, and test their value propositions with potential customers.

The deadline for academic withdrawal follows the dates prescribed by Carleton University: <https://calendar.carleton.ca/academicyear/>

Course Learning Objectives:

This course enables students to gain experience doing entrepreneurship/intrapreneurship and developing hard-to-find skills. Not just make students aware of entrepreneurship and intrapreneurship. Specific objectives include acquiring the tools and expertise to:

- a) Build high performance entrepreneurial/intrapreneurial teams,
- b) Create/discover innovative opportunities,
- c) Critically assess their feasibility,
- d) Develop and test business models using minimum viable products,
- e) Perform customer validation, pivoting as required,
- f) Support and assess course learning objectives for business knowledge, collaboration, critical thinking, and communication, all essential for building an entrepreneurial enterprise.

Method of Instruction:

Students will learn key entrepreneurial concepts through one or more experiential learning techniques, including webinar format lectures, digital collaboration platforms, simulations, videos, and interactions with successful entrepreneurs. The format of the course consists generally of one class meeting per week. The primary role of the course instructor is to lead discussion and experiential learning in practical applications of course concepts during in-class synchronous sessions. Class sessions entail a mixture of lecture, videos, problem analysis and class discussion with problem/solution analysis. The content of any lecture presumes and expects that you have carefully studied the assigned slides, reading, and videos and worked on team assignments during asynchronous sessions. Lectures emphasize major topics and readings, yet you are responsible for all assigned materials. It requires active learning, which means that the student must take responsibility for the learning that takes place. You must do the readings and homework assigned in order to be prepared for each class. You are encouraged to ask questions and to stimulate discussion on topics that are of interest to the class.

PLEASE NOTE: This course uses Brightspace, Carleton's learning management system. To access your courses on Brightspace, go to <http://carleton.ca/Brightspace>. Any questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or email at ccs_service_desk@carleton.ca. As online resources will be used extensively in this course; you will need to bring an up-to-date laptop to class. Inappropriate use of your wireless/laptop in class will be noted and will affect your grade.

Students will be responsible for reading and responding appropriately to all information distributed through the Brightspace Course Page. In case of class cancellation due to inclement weather or other unforeseen circumstances, an announcement will be posted on Brightspace as soon as possible.

Note that Carleton University requires that correspondence with the instructor be carried out through your Carleton email account only.

Required/Optional Materials & Prices

These readings are available on O'Reilly Online Learning Platform through Carleton Library.

Required Textbook

Business Model Generation

- Osterwalder, A. and Y. Pigneur, Y.; John Wiley & Sons Inc.; 2010
- ISBN: 978-0470-87641-1
- Price: \$0

The New Business Road Test: What entrepreneurs and investors should do before launching a lean start-up

- Mullins, J.; 5th Edition; London: FT Press; 2017
- Price: \$0

Additional Resource

Additional links to content helpful in understanding each week's course material will be shared on Brightspace.

Supplemental reading: A few other books on Entrepreneurship recommended for students who are serious about launching and growing ventures are listed below. Links to available reading material will be posted on Brightspace. While students will not be tested on them, these papers will provide added depth and may be helpful in preparing project work.

1. Ries, E. (2011) *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business (ISBN: 978- 0307887894)
2. Aulet, B. (2013). *Disciplined entrepreneurship: 24 steps to a successful startup* (1st ed., Vol. 36, no. 2 (3 parts), part 1 (February 2014)). Wiley.
3. Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value proposition design* (1st ed.). Wiley.
4. Thiel, P. (2014) *Zero to One: Notes on Startups, or How to Build the Future*. Crown Business. (ISBN: 978-0804139298)
5. Horowitz, B. (2014) *The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers*. Harper Business (ISBN: 978-0062273208)
6. Blank, S. and B. Dorf (2012), *The Startup Owner's Manual*. K & S Ranch (ISBN: 978-0984999309)
7. Maurya, A. (2012) *Running Lean: Iterate from Plan A to a Plan That Works*. O'Reilly Media (ISBN: 978-1449305178)
8. Weinberg, G. and J. Mares (2014) *Traction: A Startup Guide to Getting Customers*. S- curves Publishing (ISBN: 978-0976339601)
9. Abrams, R. (2010) *Successful Business Plan: Secrets & Strategies Paperback*. Planning Shop. (ISBN: 978-1933895147)
10. Scarborough, N.M. and J. R. Cornwall (2014) *Entrepreneurship and Effective Small Business Management* (11th Edition). Prentice Hall (ISBN: 978-0133506327)
11. Alvarez, C. (2014) *Lean Customer Development: Building Products Your Customers Will Buy* (ISBN: 978-1449356354)
12. Cooper, B., Vlaskovits, P., Ries, E. (2013) *The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets*. Wiley. (ISBN: 978-1118295342)
13. Kawasaki, G. (2004). *The Art of the Start*. London: Penguin Group. (ISBN-10: 1591840562)

Carleton Library: Access to the BUSI2800 course guide for secondary research can be found at <https://library.carleton.ca/guides/course/busi-2800>

Grading Scheme

Reflecting the real world of entrepreneurship, your grade performance will depend upon both individual and group contributions as outlined below:

ASSIGNMENTS	WEIGHTAGE
INDIVIDUAL	60% (three best scores considered)
Networking Assignment 1	20%
Networking Assignment 2	20%
Networking Assignment 3	20%
Networking Assignment 4 (<i>Opt-in</i>) (<i>this will be held during the Sprott official deferral date</i>)	20%
GROUP (NEW VENTURE PROJECT, A TEAM OF 5 STUDENTS)	30%
Final NVP Idea – Instructor sign-off	5%
Final presentation	10%
Final report	15%
Code of Conduct & Contribution (bonus opportunity/ discretion of instructor)	0%-5% bonus
ATTENDANCE & PARTICIPATION (THE BEST 8 SCORES)	10%
TOTAL	100%

Note: Assignment due dates are shown in the class schedule

Individual Assignments:

(A) Networking Assignments: The individual assignments are broken into three networking assignments that include writing summaries related to networking strategies for furthering their entrepreneurial venture. Each summary report should make good use of class content and show critical thinking. Each networking assignment carries a weight of 20%. Each student is to produce a total of three summaries.

In case a student is unsatisfied with their performance in the first three assignments, they will be given an opportunity to improve their overall score by 'opting in' to write a fourth make-up networking assignment. The fourth networking assignment is an online (digital) in-person long-answer paper and will be held during the Sprott official deferral date. The paper will be made available through Brightspace. This paper will be e-proctored using CoMaS (more information on e-proctoring is provided in the section following assignment details). The students will be given 90 minutes to prepare their responses to the questions. Students will be allowed to refer to only a few websites, such as Carleton Library databases and websites mentioned in the paper. No other web sources, websites, apps, or access to other digital devices are allowed. The students have to upload their final responses to the questions within the 90-minute time frame on Brightspace. PMC accommodations apply for the fourth networking assignment.

The three best scores out of all the submitted networking assignments will be considered to calculate grade points. The overall networking assignments will count for 60%.

Assignments submitted past the due date will receive a penalty of 10% per day. Assignments that are not submitted within 5 days past the due date will receive a grade of 0. This ensures each networking assignment can be discussed in class, with each providing a background for the next. Grades for late assignments may not be available ahead of the date to select the opt-in / make-up assignment.

Exceptions to this include verifiable illness and emergencies, only when communicated directly to the Instructor within three (3) business days following the due date.

To pass this course, individual capability must be demonstrated. Students must achieve a minimum grade of 50% of the total of individual assignments, in addition to other requirements.

(B) Class attendance & participation: Attending and actively participating in teamwork in the classroom is critical in this course. You will be measured by your involvement in exercises during Sync hours. Besides, be prepared to respond to issues raised in class and bring questions and issues you encounter into the classroom. Class participation may require you to perform some activities on your laptop or use a sheet of paper. Please be ready to use an up-to-date laptop or a single sheet of paper for class activities. In entrepreneurship, experiential learning is key. The participation is based on your active involvement and input during the seminars (the second hour of every class). Class participation (10% of the final grade) is assessed during selected seminar sessions. The best 8 participation scores will be counted toward the final grade.

(C) Bonus: Bonus from 0 to 5%, at the discretion of the instructor, based on NVP performance (i.e. seminar participation and presentation contribution)

Group Assignment:

(A) New Venture Project. The primary objective of group projects (teams of 5) in this course is to provide experiential learning in the skills and tools necessary for developing real business opportunities with high performance teams. Key learnings include: leading/building entrepreneurial teams, opportunity formation and structuring, feasibility assessment, business models, crafting a minimal viable product, validation with potential customers and presenting promising opportunities to others. Students will self-select teams per best practices of diversity used in successful entrepreneurial endeavors. Each team will upload to Brightspace three assignments covering: Final NVP idea, Instructor sign off (5%), Final presentation (10%) and Final report (15%). **The final chosen idea requires Instructor Sign off.** The instructor sign-off includes a 30–3–1 report featuring Value Proposition Canvas (VPC) for three ideas and a Business Road Test for the final selected idea. Also, the final NVP presentation will include a 5-minute pitch, delivered either live

in class or as a recorded Zoom presentation. All team members will deliver the presentation. The instructor may change individual NVP grades based on review of contributions.

No late assignments will be accepted.

INFORMATION ON E-PROCTORING AND CoMaS:

Please note that tests and examinations in this course will use a remote proctoring and CoMaS service provided by Scheduling and Examination Services. You can find more information at <https://carleton.ca/ses/e-proctoring/>.

- The minimum computing requirements for this service are as follows:
- Hardware: Desktop, or Laptop
- OS: Windows 10, Mac OS 10.14, Linux Ubuntu 18.04
- Internet Browser: Google Chrome, Mozilla Firefox, Apple Safari, or Microsoft Edge
- Internet Connection (High-Speed Internet Connection Recommended)
- Webcam (HD resolution recommended)

Note: Tablets, Chromebooks and Smartphones are not supported at this time. Windows-based tablets are not supported at this time.

CONDUCT:

Professional conduct is built upon the idea of mutual respect. Such conduct entails (but is not necessarily limited to):

- *Attending the class.* Each class benefits from the attendance and participation of all students. Your understanding of the class content and ability to contribute will be affected by absences. Regular class attendance is important and required. It is expected of you to attend class and contribute to a quality discussion. Class and team discussion of the materials (e.g., readings, assignments, and cases) are an important part of the learning process. If circumstances prevent attendance at a class meeting, please remember that you are responsible for all materials discussed, handouts distributed, assignments covered, and announcements made.
- *Arriving on time.* Late arrivals are disruptive to both lectures and class discussions, and show disrespect to those who are on time.
- *Assignments.* All assignments must include student name, number and signed declaration of academic integrity. The instructor also requests complete transparency on usage of AI and tools. All reports and presentation must include your first draft, prompts and responses and detailed AI usage log to receive a grade. Submitted reports and presentations should not be AI generated. The

instructor reserves the right to request all research and to meet with the student to assess understanding and authenticity of submissions. A grade of zero will be assigned until the instructor questions have been resolved.

- *Team based projects.* Teams for the New Venture project are created in class during week one and two of the course. Students arriving after should notify the course instructor and find a team. Teams are student selected and will follow their own norms of conduct.
- *Attending team meetings.* Missing more than 2 team meetings without a certified reason may result in team members being requested to leave a team. Assessment of the team assignment will then be reviewed and agreed upon with the Instructor.
- *Course feedback:* Assignment feedback is available via Brightspace and during office hours. Rewrites of assignments or exams will not be provided.
- *Minimizing disruptions.* You should not leave and re-enter the class. Please minimize background noise during class.
- *Focusing on the class.* You should avoid engaging in side conversations during class.
- *Being prepared for class.* You should be ready to discuss any assigned readings and course content. Also, be prepared to answer any assigned questions for each day's class, including being ready to open a case assigned for that day.
- *Cellular phones.* The use of cellular phones IS NOT PERMITTED in this class. It is disruptive to the Instructor and class members. If an emergency situation requires you to keep your cell phone turned on you may wish to keep the silent mode on, please discuss this with the Instructor prior to the class starting.
- *Deferred term work.* Will be replaced with term work and the weight not shifted to the exam. Formative work will be replaced with formative work and is to be completed prior to the end of the semester.
- *Email.* Due to the class size of this course, it may take 48hrs to reply to emails. All emails addressed to the instructor must begin with the title BUSI 2800 section (ABC...) and include the student's name, CUID, and group number in the emails.
- *Grading.* Saying you thought the rubric was vague or ambiguous will not be considered a sufficient rationale to review an assignment grade. All assignments are provided on the first day of class with the option to discuss ahead of submission via email, office hours or in-class questions.
- *Grades and feedback may be delayed due to the availability of TA's, sickness, Spratt responsibilities or family matters.* You have options to connect with the Instructor prior to assignments via email, office hours and in class questions.
- *Grades.* The grades for the class participation activities and bonus will not be released as they are designed to cover the complete course content.

Course Schedule

Wk	Date	Topics	Assignments (<u>Submit day of class</u>)
1	May 7 6:05 pm	<p>Sync hour - Lecture</p> <p>Introduction and course overview</p> <p>Review course outline & research requirements</p> <p>Entrepreneurship - Basic concepts</p>	<p>Networking Assignments (1, 2 and 3) and NVP assignments available on Brightspace</p> <p>Self-study (before the class): Course outline, course objectives, assignments details</p>
	7:05 pm	<p>Sync hour – Seminar</p> <p>Forming NVP Teams (joining groups on Brightspace)</p> <p>Team ideation exercise</p> <p>Class activity – Semi-guided networking</p> <p>In-class Seminar with Participation</p>	<p>Create teams to work on NVP and update names on Brightspace (self-enrollment).</p> <p>Class seminar participation (individual): Access the weekly participation assignment and provide a 200-word summary of your NVP involvement/role/contribution during today's seminar (either as an attachment or on the assignment text box). Submit your work by the end of the class.</p>
	8:05 pm	<p>Async hour - Individual, videos, reading, slides</p> <p>Suggested topics to self-study: Teams and ideation</p> <p>Review/work: Networking assignment 1 and NVP project</p> <p>Learn: How to conduct secondary research and APA citations</p>	
2	May 14 6:05 pm	<p>Sync hour - Lecture</p> <p>Entrepreneurial Characteristics: Building an Entrepreneurial Team and Ambiguity</p>	
	7:05 pm	<p>Sync hour – Seminar - Teams, ideation, NVP</p>	<p>Create teams to work on NVP and forward names to the Instructor (Brightspace).</p>

		<p>How to conduct primary research that supports NVP and Networking 1 assignment</p> <p>Work on networking assignment 1</p> <p>In-class Seminar with Participation</p>	<p>Start work on NVP (teamwork)</p> <p>Class seminar participation (individual): Access the weekly participation assignment and provide a 200-word summary of your NVP involvement/role/contribution during today's seminar (either as an attachment or on the assignment text box). Submit your work by the end of the class.</p>
	8:05 pm	<p>Async hour - Individual, videos, reading, slides</p> <p>Suggested topics to self-study: Value Proposition Canvas, Porter's Five Forces, PESTEL</p> <p>Review/work: Networking assignment 1 and NVP project</p> <p>Learn: How to write executive summaries (also review format requirements for networking assignments) and how to conduct customer interviews</p>	
	May 21	No Class (Instructor Unavailable)	
3	<p>May 28</p> <p>6:05 pm</p>	<p>Sync hour - Lecture</p> <p>Discovering Opportunities: Idea Generation and value. Using the Value Proposition Canvas</p>	
	7:05 pm	<p>Sync hour – Seminar - Teams, ideation, NVP</p> <p>Secondary Research in preparation for the New Business Road Test (and Guest Speaker next week)</p>	<p>Submit Networking Assignment 1 by 11:59 pm. Please review Brightspace for details.</p> <p>Create teams to work on NVP and establish groups on Brightspace.</p> <p>Start work on NVP and submit code of conduct. Submission through Brightspace.</p>

		<p>Acceptable use of AI for research (AI log, prompt and responses, formal fact checking)</p> <p>Team discussion on code of conduct and NVP ideas/research</p> <p>Networking assignment 1 and/or NVP outreach</p> <p>In-class Seminar with Participation</p>	<p>Class seminar participation (individual): Access the weekly participation assignment and provide a 200-word summary of your NVP involvement/role/contribution during today's seminar (either as an attachment or on the assignment text box). Submit your work by the end of the class.</p>
	8:05 pm	<p>Async hour - Individual, videos, reading, slides</p> <p>Suggested topics to self-study: New Business Road Test (market and industry domains), Red Ocean versus Blue Ocean Review/work: Networking assignment 1, 2 and NVP project Learn: Carleton library and databases</p>	
4	June 4 6:05 pm	<p>Sync hour – Lecture</p> <p>Discovering Opportunities: Market and Innovation Approach. Using the New Business Road Test</p>	
	7:05 pm	<p>Sync hour – Seminar - Teams, ideation, NVP</p> <p>Class activity: Guest speaker - Matthew Gertler (secondary research)</p> <p>Networking assignment 2</p> <p>In-class Seminar with Participation</p>	<p>Class seminar participation (individual): Access the weekly participation assignment and provide a 200-word summary of your NVP involvement/role/contribution during today's seminar (either as an attachment or on the assignment text box). Submit your work by the end of the class.</p>
	8:05 pm	<p>Async hour - Individual, videos, reading, slides</p> <p>Suggested topics to self-study: Market sizing, competition and</p>	

		<p>target segment, market entry strategies</p> <p>Review/work: Networking assignment 2, 3 and NVP project</p> <p>Learn: Techniques to estimate market size.</p>	
5	<p>June 11</p> <p>6:05 pm</p>	<p>Sync hour - Lecture</p> <p>Innovation and opportunity screening – tech push/market pull</p>	<p>Class seminar participation (individual): Access the weekly participation assignment and provide a 200-word summary of your NVP involvement/role/contribution during today's seminar (either as an attachment or on the assignment text box). Submit your work by the end of the class.</p>
	<p>7:05 pm</p>	<p>Sync hour – Seminar - Teams, ideation, NVP</p> <p>Ideation: Final idea and selection criteria discussion</p> <p>In-class Seminar with Participation</p>	<p>Submit Networking Assignment 2 by 11:59 pm. Please review Brightspace for details.</p> <p>Team work and outreach/research for NVP</p>
	<p>8:05 pm</p>	<p>Async hour - Individual, videos, reading, slides</p> <p>Suggested topics to self-study: Business model canvas Review/work: Networking assignment 3 and NVP project Learn: What are business models?</p>	
6	<p>June 18</p> <p>6:05 pm</p>	<p>Sync hour - Lecture</p> <p>Opportunities: Business Models overview, Costs and Revenue</p>	
	<p>7:05 pm</p>	<p>Sync hour – Seminar - Teams, ideation, NVP</p> <p>Final NVP idea – sign off</p>	<p>NVP assignments: Final NVP idea – sign off.</p>

		<p><u>Team contributions</u></p> <p>In-class Seminar with Participation</p>	<p>30 Ideas to final Idea. Please see Brightspace for more details on the assignment requirements and due dates. Team members' contribution note to be submitted alongside.</p> <p>Class seminar participation (individual): Access the weekly participation assignment and provide a 200-word summary of your NVP involvement/role/contribution during today's seminar (either as an attachment or on the assignment text box). Submit your work by the end of the class.</p>
	8:05 pm	<p>Async hour - Individual, videos, reading, slides</p> <p>Suggested topics to self-study: Business model canvas Review/work: Networking assignment 3 and NVP project Learn: What are business models?</p>	
	June 19-20	No classes or examinations take place.	
	June 21-27, 2026	Final examinations in early summer courses – no class	
7	July 2 6:05 pm	<p>Sync hour - Lecture</p> <p>Opportunities: Business Models, Customer-facing activities</p>	
	7:05 pm	<p>Sync hour – Seminar - Teams, ideation, NVP</p> <p>Work on Networking Assignment 3</p> <p>How to conduct research in support Value Proposition Canvas?</p>	<p>Class seminar participation (individual): Access the weekly participation assignment and provide a 200-word summary of your NVP involvement/role/contribution during today's seminar (either as an attachment or on the assignment</p>

		Sign-up for your NVP group presentation time [on the google sheet] In-class Seminar with Participation	text box). Submit your work by the end of the class.
	8:05 pm	Async hour - Individual, videos, reading, slides Review/work: Networking assignment 3	
8	July 9 6:05 pm	Sync hour - Lecture Opportunities: Business Models, internal capabilities, and resource building	
	7:05 pm	Sync hour – Seminar - Teams, ideation, NVP How to research business model canvas and NVP project Learn: What are business models and link to value proposition canvas? In-class Seminar with Participation	Submit Networking Assignment 3 by 11:59 pm. Please review Brightspace for details. Class seminar participation (individual): Access the weekly participation assignment and provide a 200-word summary of your NVP involvement/role/contribution during today's seminar (either as an attachment or on the assignment text box). Submit your work by the end of the class.
	8:05 pm	Async hour - Individual, videos, reading, slides Suggested topics to self-study: Review business model canvas, frameworks discussed in the class Review/work: Networking assignment 3 and NVP project	
9	July 16 6:05 pm	Sync hour - Lecture Customer Validation, Continuing Primary Research	

	7:05 pm	<p>Sync hour – Seminar - Teams, ideation, NVP</p> <p>NVP assignments – Research, outreach, and insights</p> <p>Customer Validation related activities</p> <p>Presenting Opportunities</p> <p>In-class Seminar with Participation</p>	<p>Class seminar participation (individual): Access the weekly participation assignment and provide a 200-word summary of your NVP involvement/role/contribution during today's seminar (either as an attachment or on the assignment text box). Submit your work by the end of the class.</p>
	8:05 pm	<p>Async hour - Individual, videos, reading, slides</p> <p>Review/work: NVP project</p> <p>Learn: What is a minimum viable product (MVP)?</p>	
10	Date to be confirmed	<p>Networking Assignment 4 (opt-in) will be held on the Sprott official deferral date (outside regular class time). Regular Thursday class continues as scheduled.</p>	<p>Only students that opt-in assessment to take the networking assignment 4 may attend the class.</p>
	July 23 6:05 pm	<p>Sync hour - Lecture</p> <p>No lecture today</p>	<p>NVP presentation</p> <p>NVP assignments: Group Presentation – Batch 1.</p>
	7:05 pm	<p>Sync hour – Seminar</p>	<p>NVP assignments: Group Presentation – Batch 2.</p>
	8:05 pm	<p>Async hour - Individual, videos, reading, slides</p> <p>Review/work: Final Idea Report.</p>	
11	July 30	<p>Sync hour - Lecture</p> <p>Protecting Innovations (IP)</p>	

	6:05 pm	Presentation tips, Q&A on NVP assignments	
	7:05 pm	<p>Sync hour – Seminar - Teams, ideation, NVP</p> <p>NVP assignments (report and presentation) Practice presentation delivery</p> <p>Presenting Opportunities</p>	<p>NVP assignments: Group Presentation – Batch 3.</p> <p>Class seminar participation (individual): Access the weekly participation assignment and provide a 200-word summary of your feedback on today’s presentation (either as an attachment or on the assignment text box). Submit your work by the end of the class.</p>
	8:05 pm	<p>Async hour - Individual, videos, reading, slides</p> <p>Review/work: NVP project and course material</p>	
12	Aug 6 6:05 pm	<p>Final Presentations & Course Wrap-up</p>	<p>Course feedback</p> <p>NVP assignments: Final Report, final presentation. Please review Brightspace for due dates.</p> <p>Complete all presentations this week.</p> <p>NVP assignments: Group Presentation – Batch 4.</p> <p>NVP assignments: Final Idea Feasibility Report.</p>

While every attempt will be made to keep to the schedule listed above, unforeseen circumstances may necessitate modifications throughout the semester (including assignments, readings and topics). Based on relevancy to content, guest speakers may be invited to address the class. Changes will be posted on Brightspace.

***Refer to Academic Calendar for dates University Closed Dates and Holidays**
<https://calendar.carleton.ca/academicyear/>

Use of Generative Artificial Intelligence

This is a human-centered course. In this course, evaluation focuses on what you can do *without* AI assistance. While you are welcome to use AI tools to explore ideas, study, or clarify concepts, all submitted work must represent your independent thinking and original effort. Use AI for learning, not for producing graded submissions. Your understanding and reasoning—not AI output—will form the basis of assessment. Using AI for graded submissions constitutes an academic integrity violation.

Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
CHECK (X) ONE PER ROW				
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				✓
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				✓
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>			✓	
BC4 Communication <i>Graduates will be effective and</i>				✓

<i>persuasive in their communications.</i>				
BI5 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i>				✓

Policies & Accommodations

<https://students.carleton.ca/course-outline/>
<https://carleton.ca/pmc/current-students/academic-accommodations/>



Stay updated with important notifications and announcements from Carleton University, by downloading the Carleton University App!

ADDITIONAL INFORMATION

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments, and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations.

If you are purchasing a calculator, we recommend anyone of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership, and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Grading

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:
 WDN = Withdrawn from the course
 DEF = Deferred

Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodation

Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the *Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances*, are outlined on the Academic Accommodations website (students.carleton.ca/course-outline).

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy Accommodation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: [Pregnancy Academic Accommodation Information - Equity and Inclusive Communities](#)

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: [Academic Regulations for Students with Religious Obligations < Carleton University](#)

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. carleton.ca/pmc

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: [Sexual Violence Prevention & Survivor Support - Equity and Inclusive Communities](#)

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized cooperation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Sprott Student Services

The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study

skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Important Information:

- Students must always retain a copy of all work that is submitted.
 - All final grades are subject to the Dean's approval.
 - For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>
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